



U.S. Department
of Transportation

**Federal Aviation
Administration**

A Statewide Aerospace Symposium Design - Organization - Planning - Execution

A Report to the Federal Aviation Administration

**by the
Aerospace Education Center
Little Rock, Arkansas**

December 18, 1992

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Introduction

The Aerospace Education Center, a new institution which is planning an aviation museum to be built in conjunction with an aerospace magnet high school in Little Rock, Arkansas, is a partnership between the Arkansas Aviation Historical Society, the Little Rock School District, and the aerospace industries of Arkansas. The Center will open in 1993.

Central to the mission of the Aerospace Education Center will be educational outreach programs to serve the entire State of Arkansas. This report describes the design, organization, planning, and execution of an outreach program featuring two former NASA Astronauts, who are now Arkansas residents, and their guests, two former Russian Cosmonauts who were visiting the United States.

The outreach activities were held in several venues, and involved the Arkansas business community, industrial development officials, higher education institutions, and volunteers.

The primary activity planned was a symposium for 2,600 elementary, secondary, and college students from across Arkansas, which was held at Little Rock's Robinson Auditorium on Friday morning, September 4, 1992. However, the visit by the Astronauts and Cosmonauts gave the planners additional opportunities for activities, especially a luncheon where business leaders could hear from the space travelers, and learn from the Cosmonauts about potential business opportunities in the former Soviet Union. This luncheon, for which tickets were sold for \$20 each, provided a revenue source to defer expenses for all of these outreach activities.

The report shows how an organization can take advantage of situations which present themselves, e.g., the visit of former Soviet Cosmonauts, to present educational forums to students and others interested in aerospace issues.

Design

Dr. Gerald Carr and Dr. Bill Pogue are longtime friends and former NASA Astronauts who spent 88 days together on the crew of Skylab 3 in 1973-74. Several years ago, they settled in Huntsville, Arkansas, but maintained their work as consultant to space concerns, and their membership in the exclusive group of people who have flown in space. Among their many friends who they met through association with other spacefarers were two former Soviet Cosmonauts, Colonel Vyacheslav Zudov and Dr. Valeri Kubasov, whom they invited to vacation with them in Arkansas.

Carr and Pogue are active members of the State Advisory Board for the Aerospace Education Center, and when they offered an opportunity for their Russian guests to appear in Central Arkansas on behalf of the Center, the staff seized upon it.

A forum was planned for students, elementary through college, at Robinson Auditorium in Little Rock featuring Carr, Pogue, Zudov, and Kubasov.

Initially, the concept was for a forum where students could hear from the Astronauts and Cosmonauts, and ask questions. As statewide interest grew among educator, it became clear that it would be difficult to handle the logistics when 2,600 students (the capacity of Robinson Auditorium) each wanted to ask questions of the space travelers.

Information about the forum had been disseminated through the state's regional educational consortiums, which assist school districts in science education programs. It was determined that through the consortiums, schools could pick the best questions from among their students, and submit them to the AEC staff in advance, who would determine the most interesting questions to be asked of the space travelers and avoid redundancy.

Since the forum would take place on a Friday morning, there would be other opportunities to utilize the space travelers' time. A press conference was scheduled immediately after the forum, where the Astronauts and Cosmonauts could answer media inquiries. This also offered an excellent opportunity for additional publicity about the Aerospace Education Center, which was involved in a capital fundraising drive for its museum.

To allow interested business people and other adults an opportunity to hear from the space travelers, the AEC staff planned a luncheon from 12:00 noon to 1:30 p.m. This not only allowed these people to hear from and speak with the Astronauts and their Cosmonaut visitors, but also provided a mechanism whereby the expenses for all the day's activities could be defrayed. The AEC did not plan to utilize the Spacefarers' visit as a fundraising opportunity, but hoped to avoid having any net cost to itself through luncheon revenues and sponsorships. Utilizing sponsorships, and charging \$20 per ticket for the luncheon, or \$200 for a table of ten, organizers were able to cover all costs.

Sponsors of the forum and the other programs of the day in addition to the Aerospace Education Center were the Arkansas Industrial Development Commission (the state agency charged with economic development), the Greater Little Rock Chamber of Commerce, and the Arkansas Space Grant Consortium (a group of five colleges and universities working toward the development of space related activities and investment within the state).

Following the luncheon, the Spacefarers made presentations to students at two Space Grant Consortium member institutions, the University of Arkansas at Little Rock and the University of Arkansas at Pine Bluff.

The evening ended with a buffet dinner honoring the Russian visitors and their wives at the home of acting Governor Jim Guy Tucker, and attended by 100 AEC supporters and dignitaries.

Organization and Planning

Careful planning was utilized to ensure the success of the day. While the response of educators was tremendous, they pointed out the difficulty of initiating field trips so close to the beginning of the school year. Securing of chaperones, permission slips, scheduling of buses, and other logistical items would have to be put on a “fast track” to ensure that the students could attend. Because of this, the window of opportunity was identified to be the last weekday that the Russian visitors would be in Arkansas, and the date was set for Friday, September 4.

Sponsors were secured from among groups interested in space issues, promoting business opportunities within the former Soviet Union, as well as those interested in aerospace education.

The Little Rock Convention and Visitors Bureau was consulted to reserve the needed facilities, and the Camelot Hotel was retained to provide catering, with its ballroom was reserved for the luncheon. A local car rental agency, whose owner is a supporter of the Aerospace Education Center, was asked to provide complementary vans to transport the visitors to each venue, and volunteers were sought to assist in the execution of the day’s events.

A local advertising agency, which represents several aerospace firms, donated its services to the project, and coordinated all media-related activities, including the press conference.

Finally, to enhance the prestige of the event, several dignitaries were secured to participate in the activities. Little Rock Mayor Sharon Priest, an Honorary Chair of the Aerospace Education Center, agreed to welcome all participants to the forum. United States Senator Dale Bumpers agreed to attend the forum and give brief remarks, and Lieutenant Governor Jim Guy Tucker, who was Acting Governor while Governor Clinton was campaigning for President, agreed to be Master of Ceremonies for the luncheon.

With an event planned featuring non-English speaking persons, the securing of interpreters was a necessity. Three primary interpreters were found, including a Soviet Georgian-born professor at the University of Arkansas for Medical Sciences, a Russian-born computer programmer with an Arkansas-based international data processing firm, and a young Russian-speaking Arkansan whose father is a major contributor to the Aerospace Education Center. These three people insured that both the Cosmonauts and their wives would always have an interpreter available throughout the day's activities.

Utilizing its own in-house list, and lists from other sponsors, the AEC sent mailings to potential luncheon guests, and sold the event out within three weeks. With over 500 persons in attendance, the event would gross at least \$10,000, enough to ensure that there would be no deficit.

With the financial concerns allayed, the remainder of the planning proceeded without problems.

Execution

With several organizations and many volunteers involved with the forum, luncheon, and afternoon university symposiums, it was necessary that there be one central point of communication and control. Catherine Johnson, Development Counsel for the Aerospace Education Center, provided the staff for this function and coordinated with facilities, volunteers, and service providers for the event. By maintaining all control of the day's events within her office, there was never a problem of coordinating activities. With several events scheduled within a finite time period, it was imperative that each event stay on schedule, and everyone concerned made a special effort to keep each activity within its allotted time.

The Little Rock Convention and Visitor's Bureau coordinated the parking of buses with the Police Department and its own security force, and the 2,600 students from across the state were efficiently seated so that the forum could begin at the appointed time.

Mayor Priest and Senator Bumpers both spoke briefly to the assembled group, and the Senator introduced Dr. Carr, who addressed the students and introduced his colleagues. Each spacefarer gave a brief presentation, with Dr. Carr and Dr. Kubasov utilizing slides to further illustrate their lectures. With Dr. Carr acting as moderator, the Astronauts and Cosmonauts answered several of the questions which had been submitted in advance by the students.

The entire forum was broadcast on the Educational Access Channel by Storer Cable Television of Little Rock, who provided videotape to the Aerospace Education Center for future use.

Following the student forum, the Astronauts and Cosmonauts attended a fifteen minute press conference at the Camelot Hotel, taking questions from reporters, walked upstairs to address the business leaders at the luncheon, and visited the two university campuses to address students in the afternoon.

Summary

The “Spacefarer’s Report to Arkansas” was an excellent example of an educational organization seizing an available opportunity to extend its mission and make a unique program available to the community it serves. The visit of interesting people, exhibits, or artifacts to a city or a state can offer many opportunities for educational outreach programs such as this. Private sector organizations and businesses often will provide sponsorship of educational programs such as this, and often can defray most, if not all of the costs.

The Aerospace Education Center is proud of this and other outreach programs it has initiated, and encourages other organizations across the U. S. to follow its example to offer innovative programs to increase the awareness of both students and the general public in space and flight.

Appendix 1 - Press Release

COSMONAUTS TO VISIT ARKANSAS TO PROMOTE SPACE TECHNOLOGY COOPERATION

Two Astronauts who share the American record for consecutive time in space, and who now call Huntsville, Arkansas their home, will host two of their Cosmonaut friends for a series of appearances in Arkansas aimed at promoting cooperation in the development of aerospace technology ventures.

September 1-4 will become known as "Spacefarers Week in Arkansas," as Cosmonauts Vyacheslav Zudov and Valeri Kubasov of Russia visit Dr. Gerald Carr and Dr. William Pogue of Huntsville following the Eighth Planetary Congress of the Association of Space Explorers, to be held the preceding week at Georgetown University in Washington. The ASE is made up of men and women who have flown in space, and is dedicated to the use of space and space technology for the benefit of all people.

AIDC and the Greater Little Rock Chamber of Commerce have joined with the Arkansas Space Grant Consortium and the Aerospace Education Center to offer several events featuring this distinguished group of scientists and space travelers.

The Arkansas Space Grant Consortium is a cooperative effort by higher education institutions to promote aerospace technology activities within the state.

The Aerospace Education Center, one of the most ambitious public-private partnerships in the nation, is a unique institution comprised of an aviation museum with a public aerospace technology magnet high school. The Center is being planned as a joint effort between the Arkansas Aviation Historical Society and the Little Rock School District, and will prepare students for careers in aerospace and other technology fields.

Drs. Carr and Pogue will host get-acquainted sessions at the University of Arkansas at Fayetteville and Eureka Springs early in the week, followed by a trip to Little Rock on Friday, September 4th for a morning presentation to approximately 2,600 elementary, secondary, and college students at Robinson Auditorium.

Following the presentation to the students, the Astronauts and Cosmonauts will attend a luncheon with Arkansas business leaders at the Camelot Hotel, with Lt. Governor Jim Guy Tucker as Master of Ceremonies, and address possible aerospace business opportunities between the Commonwealth of Independent States and the U. S., and the potential for a positive impact by such ventures on Arkansas industries.

Afternoon presentations will also be made by the Astronauts and Cosmonauts on the campuses of UALR and UAPB, both participating institutions in the Arkansas Space Grant Consortium.

Dr. Carr, Commander of Skylab 4's 88 day mission in 1973-74, initiated the visit by the Cosmonauts. "We want them to see our beautiful state," Carr said, "and we want to share with them our dream for the Aerospace Education Center and the emergence of our Arkansas into the main stream of the aerospace technology industry."

Carr and Pogue have developed close friendships with their Eastern colleagues, and hope for more similar opportunities through the thaw in East-West relations. "The collapse of Communism has placed the countries of the former Soviet Union and other Eastern Block countries in the position where international cooperation in all forms of business, education and the arts is essential in order to keep alive the spirit of democracy," Carr said. "We feel that understanding provides the foundation for cooperation, so we welcome the opportunity to get to know each other better to learn what each thinks is important."

In addition to sharing their enthusiasm for the Aerospace Education Center project, which has a planned opening date in the fall of 1994, Carr and Pogue plan to expose their friends to "the beauty of the Ozarks, the Kings River Valley, and the wiley brown bass."

Like their Cosmonaut friends, Carr and Pogue came into their country's space program from military careers. Carr is hopeful that friendships such as he and Pogue have forged with their Cosmonaut counterparts will serve as the catalyst for future peaceful cooperation between nations. "We are convinced that the understanding achieved through such endeavors will be instrumental in the avoidance of conflict born of ignorance of one another," he said.

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Appendix 2 - Invitation Letter to Luncheon Guests

August x, 1992

Dear _____:

The first week in September will be a time of great opportunity for Arkansas to join in an exciting exchange for future international technology and business ventures. September 1-4 will become known as "Spacefarers Week in Arkansas."

This series of informative presentations will feature two visiting Russian Cosmonauts, and is sponsored by the Aerospace Education Center, the Arkansas Space Grant Consortium, the Arkansas Industrial Development Commission, and the Greater Little Rock Chamber of Commerce.

Our Cosmonaut visitors, Vyacheslav Zudov and Valeri Kubasov of Russia are special guests of Dr. Gerald Carr and Dr. Bill Pogue of Huntsville, Arkansas, both former Astronauts who flew in space in Skylab.

Dr. Carr and Dr. Pogue will be bringing their guests to Little Rock on Friday, September 4th for a morning presentation to approximately 2,600 elementary, secondary, and college students at Robinson Auditorium, to be followed by a luncheon with Arkansas business leaders at the Camelot Hotel. Lt. Governor Jim Guy Tucker will be Master of Ceremonies of this luncheon, which will address possible aerospace business opportunities between the Commonwealth of Independent States and the U. S., and the potential impact of such ventures on Arkansas industries.

This luncheon will be an excellent opportunity for Arkansas business leaders to explore technology-oriented businesses and other ventures within former Eastern-bloc countries, and to make invaluable connections for possible cooperative enterprises. Tickets for the luncheon are \$20, with tables of ten available for \$200. Please make your reservations now by contacting Catherine Johnson at 371-0331.

We look forward to your participation in "Spacefarers Week in Arkansas."

Sincerely,

Richard N. Holbert
Vice Chairman
Aerospace Education Center

RNH/mj

Appendix 3 - Itinerary

Itinerary

Astronaut-Cosmonaut Symposium
September 4, 1992
Robinson Auditorium - Little Rock

- 9:00 Educational Lecture**
- 9:30 Welcome — Mayor Sharon Priest - City of Little Rock**
- 9:35 Remarks — Senator Dale Bumpers**
- 9:45 Introduction of...**
Dr. Gerald Carr
Dr. William Pogue
Col. Vyacheslav Zudov
Dr. Valeri Kubasov
- by Dr. Gaylord Northrop - Director, UALR Graduate Institute of Technology
- 9:50 Remarks by Guests**
- 10:30 Questions* & Answers — Moderated by Dr. Carr**
***pre-submitted by schools attending the symposium**
- 11:00 Conclusion and Thanks — Dr. Northrop**
- 11:30 Press Conference**
Camelot Hotel Lobby
Dr. Carr
Dr. Pogue
Col. Zudov
Dr. Kubasov

The Symposium is being taped and will be shown live on the Little Rock & North Little Rock Public Access Channels through the assistance of Storer Cable.

Arrangements for the telecast by Mr. Scotty Scholl of The Alan Rothman Co.

Itinerary

Astronaut-Cosmonaut Luncheon
September 4, 1992 - 12 Noon
Camelot Hotel Ballroom - Little Rock

An Economic Exchange of International Business Developments and Opportunities

Head Table: Jim Guy Tucker - Lieutenant Governor
Richard N. Holbert - Vice Chairman - Aerospace Education Center
David Harrington - Director, Arkansas Industrial Development Commission
Curt Bradbury - Chairman, Greater Little Rock Chamber of Commerce
Dr. Gerald Carr
Dr. William Pogue
Col. Vyacheslav Zudov
Dr. Valeri Kubasov

- 12:10** **Welcome – Mr. Holbert**
- 12:15** **Introduction of Master of Ceremonies - Mr. Holbert**
Master of Ceremonies - Lt. Gov. Jim Guy Tucker
- 12:20** **Remarks - Mr. Harrington**
- 12:25** **Remarks - Mr. Bradbury**
- 12:30** **Review of the International Conference of the Association of Planetary Explorers**
Dr. Carr
Dr. Pogue
- 12:40** **Discussion of Space Technology in the Commonwealth of Independent States**
Colonel Zudov
Dr. Kubasov
- 1:00** **Conclusion – Lt. Governor Tucker**

The Aerospace Education Center wishes to recognize the following sponsors for their assistance in making the symposium and luncheon possible:

**Arkansas Industrial Development Commission
Federal Aviation Administration
Greater Little Rock Chamber of Commerce
University of Arkansas at Little Rock
Winthrop Rockefeller Foundation**

... and the many volunteers and contributors to the Aerospace Education Center.

Itinerary Continued

**1:30 Ladies Tour - Mrs. Carr, Mrs. Pogue, Mrs. Zudov, Mrs. Kubasov
Escorted by Ruth Remmel**

**Dillard's - Park Plaza Mall
Marlsgate Plantation
Old State House
Arkansas Arts Center**

1:30 Tour/Lecture - UALR

**Dr. Northrop
Dr. Carr
Dr. Pogue
Col. Zudov
Dr. Kubasov**

3:30 Tour/Lecture - UAPB

**Dr. Northrop
Dr. Carr
Dr. Pogue
Col. Zudov
Dr. Kubasov**

**7:00 Dinner - Home of Betty and Jim Guy Tucker
18 Glenleigh - (Buffet for 68 people)**

Appendix 4 - Revenue & Expenses

In-Kind Donations:

The Alan Rothman Company - Typesetting
Diversified Graphics - Program
Storer Cable - Video
Avis of Arkansas - Van

Expenses:

Airfare for Cosmonauts & Wives	\$7,360
Robinson Auditorium	250
Camelot Hotel - Ballroom & Catering	2,500
Printing	80
Catering for Buffet Dinner	<u>1,500</u>
TOTAL:	\$11,690

Underwriters:

UALR Space Grant Consortium	\$3,662
Arkansas Industrial Development Commission	2,500
Greater Little Rock Chamber of Commerce	1,000
Winthrop Rockefeller Foundation	<u>1,000</u>
TOTAL:	\$8,162

<u>Luncheon Revenue:</u>	\$5,780
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TOTAL REVENUE:	\$13,942
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NET REVENUE:	\$2,252
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